United Nations A/65/275

General Assembly

Distr.: General
10 August 2010

Original: English

Sixty-fifth session
Item 20 of the provisional agenda*
Sustainable development

Implementation of the Global Code of Ethics for Tourism

Note by the Secretary-General

The Secretary-General has the honour to transmit to the General Assembly at its sixty-fifth session the report of the World Tourism Organization (WTO) in response to Assembly resolution 60/190 of 22 December 2005.

* A/65/150.

10-48080 (E) 170910

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Report of the World Tourism Organization on the implementation of the Global Code of Ethics for Tourism

Summary

The Global Code of Ethics for Tourism, adopted by the General Assembly of the World Tourism Organization on 1 October 1999 through its resolution 406 (XIII) and acknowledged by the General Assembly of the United Nations in resolution 56/212, constitutes a comprehensive set of basic principles. The purpose of the Code of Ethics is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty. The Code of Ethics is a voluntary instrument and as such is non-binding by nature.

In 2003, the World Committee on Tourism Ethics was established by the General Assembly of WTO under Part I of its Protocol of Implementation. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004, and were endorsed by the General Assembly of WTO in December 2005 (resolution 506 (XVI)). Following an agreement reached between the Government of Italy and WTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008.

Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of WTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor the implementation of the Code. Some 114 WTO member States and territories (70 per cent) have responded to at least one of the surveys on the implementation of the Global Code of Ethics for Tourism.

Much of the work of WTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, and access to education, training and decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for WTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

I. Introduction

1. The World Tourism Organization is the specialized agency of the United Nations vested with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism. Working under the principle of One UN, it brings tourism to the global agenda as a sector that contributes to achieving the Millennium Development Goals, particularly in terms of poverty reduction and sustainable development. WTO aims to maximize the positive economic, social and cultural effects of tourism, while minimizing its negative social and environmental impacts. These objectives are the foundation for the work of WTO in promoting and developing sustainable and responsible tourism as defined in the principles of the Global Code of Ethics for Tourism.[1]

2. The Global Code of Ethics for Tourism was adopted by the General Assembly of the World Tourism Organization on 1 October 1999, through its resolution 406 (XIII). The Code of Ethics constitutes a comprehensive set of basic principles whose purpose is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty.

3. The Code of Ethics is a voluntary instrument and is thus non-binding by nature. The application of the Code may, however, be enhanced by the incorporation of its contents and provisions into legislation, regulations and professional codes, a measure that WTO recommends to both national tourism administrations and the tourism trade.

4. The Code comprises a preamble, the principles (nine articles) and a mechanism for their implementation (article 10). Article 10 makes direct reference to an impartial third body known as the World Committee on Tourism Ethics, as well as to the settlement of disputes concerning the application or interpretation of the Code by means of conciliation, based on voluntary acceptance.

5. The World Committee on Tourism Ethics was established by the General Assembly of WTO in 2003. The Committee comprises 1 chairman, 11 members and 11 alternates, who are independent and impartial. Seven members, from the public and private sector, are elected by member States and territories; and four affiliate members, from the operational sector, represent employers' and employees' associations, educational institutions and non-governmental organizations. Their term is for four years, and renewable.

6. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004 and were endorsed by the General Assembly of WTO in December 2005 (resolution 506 (XVI)).

[1] Recognized by the General Assembly of the United Nations in resolution 56/212.

II. Activities of the World Committee on Tourism Ethics

7. The World Committee on Tourism Ethics has three main objectives: (a) promotion and dissemination of the Global Code of Ethics for Tourism; (b) evaluation and monitoring of the implementation of the Code of Ethics; and (c) conciliation for the settlement of differences concerning the application or interpretation of the Code. Over the past six years, the Committee has discussed a wide array of ethical issues posing challenges to the tourism sector and has taken a position on each of them.

8. Some of the most pertinent topics that have been examined by the Committee since its creation include: solidarity in tourism in case of natural disasters; HIV-related travel restrictions; accessible tourism for people with disabilities; protection of children against all forms of exploitation in tourism; and economic empowerment of women through tourism. In addition, the ethical aspects of the impact of the global economic crisis and of H1N1 influenza on the industry were also analysed. It is worth mentioning that, together with the conciliation mechanism, the Committee has introduced the possibility for individual stakeholders to consult it on specific ethical issues directly related to tourism.

9. Furthermore, on its own initiative, the World Committee on Tourism Ethics has issued a number of clarifications, i.e. advice and views concerning concrete topics of an ethical or moral nature that are of general interest to the tourism community. The most significant clarifications issued thus far concern press trips, overbooking and the distribution of service charges in the hospitality sector.

10. Following an agreement reached between the Government of Italy and WTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008. The mission of the permanent secretariat is to promote knowledge and understanding of the Global Code of Ethics for Tourism and to encourage implementation of the ethical principles among the WTO constituency.

III. Implementation of the Global Code of Ethics for Tourism

A. Overall findings of the WTO implementation surveys among member States

11. Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of WTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor implementation of the Code.

12. Some 114 WTO member States and territories (70 per cent) have responded to at least one of the surveys on implementation of the Global Code of Ethics for Tourism (see list of respondents in the annex to the present report).

13. Among a series of relevant findings, it is worth noting the level of institutional and legal commitment towards implementation of the Code that has been expressed by a large group of countries. In fact, 49 responding States have indicated that they had incorporated the principles of the Code into their legislative texts, while 48 countries had used the same principles as a basis for establishing national laws

and regulations or for designing policies and master plans for assuring the sustainable and responsible development of tourism.

14. In addition to the formal acceptance of the Code by all WTO member States at the XIII General Assembly in Santiago in 1999, the Code of Ethics has been given effect by a number of countries through their respective institutional bodies (for example, in Honduras by the National Congress) or governmental bodies (for example, in Spain by the Council of Ministers), and in other countries by tourism ministries/national administrations or related bodies. A few countries and territories, including Argentina, Costa Rica, the United Republic of Tanzania, Uruguay and the Flemish Community of Belgium have adopted parliamentary/ministerial resolutions in line with the Code's principles.

15. The majority of countries have also included relevant provisions of the Code in contractual instruments, specific codes of conduct or professional rules. Several countries have embarked on the preparation of national or sectoral codes of ethics for tourism.

16. One of the most significant actions related to the Code's dissemination has been its translation by 43 countries into their national or local languages, which has facilitated its distribution among various tourism stakeholders in their respective regions and territories.

17. Apart from monitoring the level of implementation of the Code of Ethics accomplished by national tourism administrations, the World Committee on Tourism Ethics, through the WTO secretariat, has also approached the private sector with a particular focus on existing professional codes of practice, corporate responsibility strategies and policies of the tourism industry. The key objective has been to enquire whether private sector tourism stakeholders include in their social accountability schemes any provision related to environmental, social and economic responsibility, to local community development or to improving understanding between cultures.

18. Educational institutions offering tourism programmes have also been involved in baseline surveys with the purpose of gathering more information on the incorporation of the Code's principles into academic curricula and/or into the general work programmes of education centres. The WTO Themis Foundation, which is in charge of promoting quality and efficiency in tourism education and training as well as in the development of human resources for the tourism sector, has taken a significant step forward by integrating a series of ethical requirements for those universities that wish to apply for the WTO TedQual Certification.[2]

B. Other WTO activities in line with the principles of the Global Code of Ethics

1. WTO and climate change

19. The interface between climate and tourism is multifaceted and highly complex.[3] Climate change is a phenomenon that is increasingly affecting the

[2] The WTO TedQual Certification system is a quality assurance system for tourism education, training and research; see www.unwto-themis.org/en/programmes/tedqual.

[3] Weather and climate information for tourism: www.unwto.org/climate/support/en/pdf/WCC3_TourismWhitePaper.pdf.

tourism sector and certain popular destinations, in particular, mountain regions and coastal destinations, among others. Tourism is estimated to account for 5 per cent of global greenhouse gas emissions, in particular through transport.

20. In line with the basic principles of the Global Code of Ethics for Tourism, WTO has for a number of years been working to raise awareness on climate change issues in the tourism sector. In 2003, the first International Conference on Climate Change and Tourism was organized by WTO in Tunisia with the support of several other United Nations agencies. This conference was followed by a second International Conference on Climate Change and Tourism held in Davos, Switzerland (2007). The two conferences resulted in the Djerba Declaration and the Davos Declaration on Climate Change and Tourism, respectively. The Djerba Declaration highlighted the obligation of the tourism industry to reduce its greenhouse gas emissions and recognized the two-way relationship between tourism and climate change. The Davos Declaration provided firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies.

21. Consequent activities, which include consultations and high-level deliberations at the World Travel Market in London (2007) and at the thirteenth, fourteenth and fifteenth sessions of the Conference of the Parties to the United Nations Framework Convention on Climate Change (Bali, 2007; Poznan, 2008; and Copenhagen, 2009, respectively) and joint research publications and working documents, inter alia, reflect the significant work of WTO and its increasing role on climate issues. The Davos Declaration process has led to the following joint technical reports and publications: *Climate Change and Tourism: Responding to Global Challenges* (WTO and United Nations Environment Programme (UNEP), 2008); *International Seminar on Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices* (WTO, UNEP, the Oxford University Centre for the Environment and World Meteorological Organization, 2008); and *From Davos to Copenhagen and Beyond: Advancing Tourism's Response To Climate Change UNWTO Background Paper* (WTO, 2009).

22. Also with a view to promoting tourism development that is conducive to saving rare and precious resources, in particular water and energy (article 3.2 of the Code), WTO has undertaken a core partnership project on Hotel Energy Solutions (HES) with UNEP, the European Renewable Energy Council and other key stakeholders. The initiative has been developed to consolidate the WTO tourism sector climate response in line with European Union targets and the WTO Davos Declaration; adapt the tourism businesses and destinations to changing climate conditions; mitigate carbon dioxide emissions; and support investments in energy efficiency and renewable energy technologies. HES is co-funded by the Executive Agency for Competitiveness and Innovation. It may be adapted to specific regions in the world and presents substantial opportunities for capacity-building on the global level. An innovative HES e-toolkit will be used to disseminate information.

2. Tourism and biodiversity

23. Article 3 of the Global Code of Ethics notes that tourism is a factor for sustainable development. This entails safeguarding the physical and natural environment both on the generating side and the receiving side. Two important components that require consideration are the development and management of tourism, especially when considering particularly sensitive areas, such as deserts, polar or high mountain regions, coastal areas, tropical forests or wetlands (art. 3.4).

Tourism and biodiversity have a naturally symbiotic relationship in that tourism activities help to generate resources that could be used to properly develop and manage destinations with diverse ecosystems and, in turn, a clean and inviting environment adds value to an enjoyable experience for the tourist.

24. The United Nations designated 2010 as the International Year of Biodiversity, which will be coordinated by the secretariat for the Convention on Biological Diversity. WTO has strategically adopted the theme of "Tourism and biodiversity" for its 2010 World Tourism Day celebrations, which will be hosted on 27 September in Guangzhou, Guangdong Province, China. Additional WTO actions in recent years and in support of the International Year of Biodiversity 2010 have resulted in the joint creation in 2004, with the Government of Germany, of a special WTO Consulting Unit on Biodiversity and Sustainable Tourism in Tsunami Affected Countries (based in Bonn, Germany) and in the preparation of a number of publications addressing tourism and biodiversity. Several projects led by the Consulting Unit and also with support from the Tour Operators' Initiative have been launched.[4] WTO has also contributed to the development of *A Good Practice Guide — Tourism for Nature and Development* (Convention on Biological Diversity, 2009); and a brochure on linking tourism and biodiversity, inter alia.

3. Tourism and poverty reduction

25. Article 5.2 of the Code of Ethics notes that tourism policies should be applied in such a way as to help raise the standard of living of the populations of the regions visited, which is particularly important for deprived or remote communities in their fight against poverty. WTO has vast experience in providing technical assistance to countries and destinations in their efforts to develop tourism as an engine to foster socio-economic development and create decent employment opportunities, especially for disadvantaged groups. Aware of the enormous role tourism can play in fostering socio-economic development, WTO launched the ST-EP Programme (Sustainable Tourism for the Elimination of Poverty) at the Johannesburg World Summit on Sustainable Development in 2002. Its aim is to reduce poverty levels through developing and promoting sustainable forms of tourism. The ST-EP Programme develops and shares knowledge on the relation between tourism and poverty reduction, implements ST-EP projects to make the tourism sector work for the poor, and lobbies to get the poverty reduction potential of tourism included in the development agenda, namely in the poverty reduction strategy papers. Currently, 90 ST-EP projects have already been carried out or are being implemented in 31 countries in Africa, Asia, Latin America and the Balkans.

26. The ST-EP projects are enhancing the local economic impact from tourism in various ways, such as by providing training to local professionals working in the tourism sector, by improving the performance of small and medium enterprises involved in tourism, and by establishing pro-poor business linkages between tourism resorts and neighbouring communities. Contributing to employment growth is always an important objective in both the WTO technical cooperation projects and the ST-EP projects. An assessment of the ST-EP projects under implementation in the 2008-2009 biennium showed that members of some 12,500 households benefited

[4] The Tour Operators' Initiative for Sustainable Tourism Development is a worldwide, voluntary, non-profit association of tour operators, who have made a commitment to work together through common activities to promote and disseminate methods and practices compatible with sustainable development (www.toinitiative.org/).

directly from training and advisory services in order to obtain employment in large tourism enterprises, to provide goods and services to tourists and tourism enterprises, and to manage small and medium tourism enterprises.

4. Millennium Development Goal Achievement Fund

27. Efforts to accelerate the achievement of the Millennium Development Goals have increased in recent years. As part of the response, the Government of Spain agreed in 2006 with the United Nations Development Programme (UNDP) to commit €528 million to the Millennium Development Goal Achievement Fund (MDG-F). Under this joint fund, United Nations agencies, including WTO, collaborate to formulate and implement projects in various thematic areas, including environment and climate change; gender equality and women's empowerment; culture and development; youth employment and migration; and private sector and development. In several countries, WTO is actively involved in developing and implementing tourism components of the MDG-F projects, a number of which fall in line with the general principles of the Global Code of Ethics for Tourism.

28. There are currently 11 projects in which WTO is participating within the MDG-F framework. Six of the projects are in the Americas region (Ecuador, Honduras, Nicaragua and Peru), two in Africa (Egypt and Senegal) and two in Eastern Europe (Serbia and Turkey). Some interesting activities worth noting under the theme of culture and development have resulted, including in Nicaragua, in the development of "tourism circuits", which are designed to add economic value to cultural expressions as a means of promoting conservation of cultural sites and the preservation of traditions. In Egypt, the use of master plans, such as the Archaeological Master Plan, has been supported and has led to improved actions in addressing site preservation and their sustainable use by visiting tourists.

5. Tourism and gender

29. As a part of Millennium Development Goal 3 on gender equality and in line with article 2.2 of the Global Code of Ethics for Tourism, WTO launched in 2008 a Women in Tourism Initiative with the aim of analysing the status of women in the tourism sector and of recommending policies, programmes and concrete actions for their empowerment.

30. Within the aforementioned framework, WTO and the United Nations Development Fund for Women (UNIFEM) jointly commissioned a baseline report, completed in May 2009, which presented an overview of the current state of affairs in women's empowerment in tourism, summarized major issues and conclusions in this field of research and identified knowledge gaps. This report served as a basis for the preparation of the WTO/UNIFEM joint triennial global report on the role of women in tourism 2009-2011 (ongoing), aimed at raising awareness about the socio-economic opportunities that tourism can offer to women by highlighting the need for creating appropriate policies to promote women's empowerment and protecting women's rights in the context of tourism development.

31. Moreover, WTO and UNIFEM have recently embarked on the preparation of a Joint Empowerment Programme for Women in Tourism, which is intended to create employment opportunities for young women from disadvantaged areas through education and training in the hotel industry, and their participation in the tourism supply chain.

6. WTO Task Force for the Protection of Children in Tourism

32. Article 2.3 of the Code of Ethics states that "the exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned".

33. With this principle in mind, WTO established over a decade ago an open-ended network with multi-stakeholder participation that was known until 2007 as the Task Force against the Sexual Exploitation of Children in Tourism. Its focus was to prevent and eradicate what is commonly known as "child sex tourism". From 2007 onwards, the word "sexual" was removed from the name of the Task Force, which broadened its mission to contribute to the prevention of all forms of exploitation of children (i.e. sexual exploitation, child labour and trafficking of children) that may occur in or could be linked to the tourism sector.

34. The biannual Task Force meetings, generally held in conjunction with major international tourism fairs, serve as a platform for the public and private sectors, non-governmental organizations (NGOs) and the media to disseminate awareness-raising and capacity-building actions and to exchange experiences and best practices among Governments, tourism companies and civil society.

35. At the London World Travel Market in 2008, WTO launched an international awareness-raising campaign to protect children in tourism in close collaboration with the NGO ECPAT International (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes), the United Nations Children's Fund (UNICEF), the International Labour Organization (ILO) and relevant tourism associations. A series of campaign materials (leaflets, posters, stickers and a video clip) were produced, distributed and made available on the Internet. The latter information was also largely disseminated to WTO member States and affiliate members, as well as to tourists and travellers. The support received from tourism sector stakeholders, especially airlines, tour operators and hotel chains, has been particularly important for the success of this campaign.

7. Facilitation and non-discrimination in tourist travel

36. WTO has realized in recent years that, despite the great strides made in the last few decades in facilitating tourist travel, there is still room for considerable improvement in this area in the interests of all stakeholders in tourism development, especially as it refers to non-discrimination with regard to persons with disabilities and people living with HIV/AIDS. In accordance with article 13 of the Universal Declaration of Human Rights, the Code of Ethics affirms in its article 8 that tourists should benefit from liberty of movement without being subject to excessive formalities or discrimination.

37. In order to meet these gaps, the General Assembly of WTO adopted the Declaration on the Facilitation of Tourist Travel (resolution 578 (XVIII)) at its session held in Astana from 5 to 8 October 2009. Through this document, the WTO calls upon its member States to give priority consideration to measures that facilitate tourist travel in areas such as tourist accessibility and travel by persons with disabilities, as well as concerning HIV-related travel restrictions that are still in place in a number of countries.

38. Moreover, the General Assembly of WTO has entrusted the WTO Secretary-General to seek advice from the World Committee on Tourism Ethics on ways to further facilitate the movement of tourists, with a special emphasis on these two groups of persons with disabilities and persons affected by HIV.

8. Tourism and persons with disabilities

39. Bearing in mind the preamble of the Convention on the Rights of Persons with Disabilities, which recognizes the importance of mainstreaming disability issues as an integral part of relevant strategies of sustainable development, the General Assembly of the WTO considered that responsible tourism was a necessary component of such strategies and that tourism policies and practices should be inclusive of persons with disabilities, the majority of whom live in developing countries.

40. Also in line with article 8 of the Global Code of Ethics, the General Assembly of the WTO therefore solemnly reaffirmed the principles it had enunciated in 1991 through its resolution 284(IX) entitled "Creating Tourism Opportunities for Handicapped People in the Nineties", and updated them in 2005 through resolution 492(XVI) entitled "Accessible Tourism for All", calling upon all States:

- To make their tourism sites and establishments accessible to persons with disabilities and to offer them special facilities at no additional charge to them.
- To offer special training to the staff of tourism sites and establishments and tourism-related services, preparing them for work with persons with disabilities.
- To publish clear and detailed information on existing receptive facilities for persons with disabilities as well as the problems they may encounter during their tourist travel.

41. Furthermore, in May 2008, to mark the entry into force of the Convention on the Rights of Persons with Disabilities, the Secretary-General of the WTO wrote to member States of the organization to remind them of their shared commitment towards ensuring full accessibility for disabled people to tourism services and facilities and invited them to strengthen their efforts towards improving the implementation of the recommendations included in the document "Accessible Tourism for All".

9. Tourism and employment

42. To be a beneficial activity for host countries and communities, tourism must involve local populations in its activities and equitably share with them the economic and social benefits it generates, in particular, with regard to the creation of direct and indirect jobs (article 5.1).

43. With tourism employment as a main focus, WTO convened the 5th International Conference on Tourism Statistics (Bali, Indonesia, March 2009) with the support of the United Nations Statistics Division of the Department of Economic and Social Affairs of the Secretariat, ILO and the Organization for Economic Cooperation and Development. The conference had a twofold objective: (a) to discuss the way forward following the ratification of the new recommendations, as well as the adoption of the Tourism Satellite Account: Recommended Methodological

Framework 2008; and (b) to address the issue of the measurement and quality of employment in the tourism industries.

44. One of the conclusions of the conference was that "it is essential to develop a better knowledge of employment in tourism. World poverty cannot be reduced without creating large numbers of jobs in the least developed countries. The current world economic crisis gives added urgency to the role of tourism in alleviating the growing unemployment in many industries worldwide ... With the increasing recognition of tourism's ability to provide employment, it is necessary that a greater focus be placed on its measurement and research regarding both the number and types of jobs. This is necessary to ensure that the full potential of tourism providing decent work opportunities will be achieved."[5] Additionally, the Bali Statement on Tourism Statistics and Employment recognized tourism "to be one of the largest generators of employment, especially for those segments of the population with less access to labour market, such as women, young people, immigrants and rural populations, there is a need for accurate, timely and comprehensive data on employment in the tourism industries".

45. The WTO Tourism Satellite Account (TSA) is a fundamental statistical instrument that has been designed to analyse the economic importance of tourism. The Bali Statement recommends that "governments and the private sector should cooperate to ensure the proper measurement of employment in the tourism industries in general, the number of jobs directly generated by tourism, as well as other variables such as hours of work, compensation and the seasonality of employment, and its distribution by gender, age, occupation, business type and size, etc.". It is important that the development of the TSA process be supported in particular by the national tourism administrations. A key recommendation was for "international and regional organizations, including UNESCAP, UNWTO, ILO, OECD and Eurostat, to pursue and strengthen the cooperation to promote TSA, protect the TSA brand and expand the use of TSA for business and policy actions. This should be done in close partnership with governments and other stakeholders involved in TSA developments".

C. WTO response to the global economic crisis: the road map for recovery — tourism and travel, a primary vehicle for job creation and economic recovery

46. In October 2008, the WTO Executive Council, recognizing the impact the global crisis was having on tourism, agreed at its 84th session to create a Tourism Resilience Committee, under the chairmanship of the Minister of Tourism of Egypt. The Committee aims to provide member States and the industry at large with close market monitoring, to share experiences on the impact of the global crisis on tourism and particularly on response measures implemented at the national level, to support public/private partnerships and to set policy guidance on how to overcome the crisis while maintaining coherence between short-term and long-term action.

47. An intensive work programme has been carried out by the Committee, culminating in the presentation and approval by WTO members of the document

[5] "The Bali Conference: UNWTO Findings and Evaluation", including the Bali Statement on Tourism Statistics and Employment: www.unwto.org/statistics/bali/findings_statement.pdf.

"Roadmap for Recovery" during the last session of the General Assembly of WTO in Astana. One of the major aims of the road map was to advocate tourism's role as a key driver of job creation and economic growth in line with the principles of the Global Code of Ethics. The road map included a set of 15 recommendations based on three interlocking action areas: resilience, stimulus and green economy. The recommendations focus on job creation, training, travel facilitation and the transformation to a green economy. In this respect, they stress the potential of tourism to support short-term stimulus actions and a longer-term transformation to a green economy, coherent with development and climate change imperatives. They also encourage the inclusion of tourism in all green economy strategies, green tourism infrastructure investment and development, and the promotion of a green culture among suppliers, consumers and communities, following the principles of article 3 of the Global Code of Ethics.

48. Based on the conclusions of the 3rd meeting of the Tourism Resilience Committee, held during the General Assembly of WTO (October 2009), WTO has developed a first report on implementation of the road map covering the measures implemented by 75 countries worldwide on the basis of the three interlocking action areas (resilience, stimulus and green economy) of the road map and the corresponding recommendations.

49. The Committee has been instrumental in helping WTO members through the current economic crisis, which led to a 4 per cent decrease in international tourist arrivals and a 6 per cent decrease in receipts generated by international tourism. It allowed countries and private sector representatives to share experiences and solutions on how to minimize the impact of the crisis on tourism. At the same time, the road map has been the basis for strengthening the WTO role in promoting the contribution of tourism to sustainable development.

IV. Conclusion

50. Since the adoption of the Global Code of Ethics for Tourism and as noted through its initial report to the sixtieth session of the General Assembly of the United Nations (A/60/167) and in the present report, WTO has actively promoted the Code both through its World Committee and indirectly through its regular core activities. The nine principles set forth in the Code provide clear guidelines and recommendations that are both policy-driven and action-oriented for all tourism stakeholders, while the tenth is monitored and administered by the World Committee on Tourism Ethics. WTO remains committed to carrying out its activities under these guiding principles of the Code, in addition to leading and directing the international tourism community towards the practical implementation of the ethical norms and the respect of moral values in the sphere of travel and tourism incorporated in the Code.

51. Significant progress on the implementation of the Code has resulted in 49 member States having already incorporated the Code into their legislative texts, while 48 countries have indicated that the principles are being used to guide the development of new national laws and regulations. The active engagement of member States in disseminating the Code has also been greatly enhanced through its translation into 43 national or local languages.

52. As it endeavours to assist its member States in achieving the Millennium Development Goals and working within the framework of One UN, much of the work of WTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, access to education and training and to decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for WTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

Annex

WTO surveys on the implementation of the Global Code of Ethics for Tourism

List of respondents (as at 30 June 2010)

WTO member States, associate members and permanent and special observers

1. Albania
2. Algeria
3. Angola
4. Argentina
5. Armenia
6. Australia
7. Austria
8. Azerbaijan
9. Bangladesh
10. Benin
11. Bhutan
12. Bolivia (Plurinational State of)
13. Botswana
14. Brazil
15. Burundi
16. Cambodia
17. Cameroon
18. Canada
19. Central African Republic
20. Chile
21. Colombia
22. Congo
23. Croatia
24. Costa Rica
25. Côte d'Ivoire
26. Cyprus
27. Czech Republic
28. Dominican Republic
29. Ecuador
30. Egypt
31. El Salvador
32. Eritrea
33. Ethiopia
34. Fiji
35. Flemish Community of Belgium
36. France
37. Gabon
38. Germany
39. Georgia
40. Ghana
41. Greece
42. Guatemala
43. Guinea
44. Guinea-Bissau
45. Honduras
46. Hong Kong, China
47. Hungary
48. Indonesia
49. Iran, Islamic Republic of
50. Israel
51. Italy
52. Jamaica
53. Japan
54. Jordan

55. Kenya
56. Kyrgyzstan
57. Latvia
58. Lesotho
59. Lithuania
60. Macao, China
61. Madagascar
62. Madeira, Portugal
63. Malawi
64. Malaysia
65. Mali
66. Malta
67. Mauritius
68. Mexico
69. Monaco
70. Montenegro
71. Morocco
72. Netherlands
73. Nicaragua
74. Niger
75. Nigeria
76. Oman
77. Panama
78. Paraguay
79. Peru
80. Philippines
81. Poland
82. Portugal
83. Puerto Rico
84. Republic of Korea
85. Republic of Moldova
86. Romania
87. Russian Federation
88. San Marino
89. Saudi Arabia
90. Senegal
91. Serbia
92. Seychelles
93. Slovakia
94. Slovenia
95. South Africa
96. Spain
97. Sri Lanka
98. St. Eustatius, Netherlands Antilles
99. Sudan
100. Swaziland
101. Syrian Arab Republic
102. Thailand
103. Togo
104. Turkey
105. Uganda
106. Ukraine
107. United Republic of Tanzania
108. Uruguay
109. Venezuela (Bolivarian Republic of)
110. Viet Nam
111. Zambia
112. Zimbabwe
113. Holy See (Permanent Observer)
114. Palestine (Special Observer)